

# The European Market for Ethical Fruit & Vegetables: Organic and Fairtrade

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## Abstracts

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### Report Description:

Organic Monitor's report on The European Market for Ethical Fruit & Vegetables is the first-ever study that examines the organic and fair trade sectors of the fresh produce industry. This report gives a comprehensive analysis and forecasts for the leading fresh fruit & vegetable product categories in this emerging market. Expert analysis and strategic recommendations are provided to existing producers, new entrants and investors.

### Key Questions Answered:

Our expert analysis provides answers to the following questions...

- What is the size of the European organic and fair trade fruit & vegetables market? What are the growth forecasts?
- What is the market size by product categories?
- What countries have the largest organic and fair trade markets? Which are to show the highest growth?
- What countries are the leading producers of organic and fair trade products? What countries are the major exporters?
- Who are the leading organic & fair trade fresh produce traders / suppliers in the region?
- What companies are the leading importers and distributors of organic & fair trade products?

- Who are the leading organic and fair trade product retailers in each country?
- What mergers & acquisitions have occurred in the ethical fresh produce industry in recent years? What companies have been involved?
- What is the future growth outlook in terms of organic & fair trade production and sales?
- What are the business opportunities in the European organic & fair trade fruit & vegetables industry?
- What recommendations can be given to new entrants, existing producers and investors?

## **Product Segments**

Organic Vegetables – potatoes, carrots, onions, tomatoes, etc.

Organic Top Fruit – apples, pears

Organic Citrus Fruit – oranges, lemons, grapefruit, etc.

Organic Tropical & Exotic Fruit

Organic Stone Fruit

Other Organic Fruit – bananas, melons, etc.

Fairtrade Fruit – apples, oranges, mangoes, etc.

Fairtrade Bananas

Fairtrade Vegetables

## **Geographical Coverage**

Germany

The UK

France

Italy

Austria

Denmark

The Netherlands

Spain

Switzerland

Sweden

Belgium

Portugal

Finland

Norway

Luxembourg

Greece

Republic of Ireland

### **Research Highlights:**

European sales of organic and fair trade fresh produce exceeded the EUR 5 billion (US \$7.5 billion) mark for the first time in 2007. High market growth rates are because of the rise in ethical consumerism.

Fair trade fruit & vegetables are reporting the fastest growth, with sales almost doubling last year. High growth is occurring as retailers make pledges to market only fair trade products. Most developments have been in the UK where two leading supermarkets have converted certain fruit lines entirely to fair trade. About a quarter of all banana sales in the UK are now fair trade.

Organic products remain more popular, with organic vegetables now comprising over 5% of all vegetable sales in northern European countries. The market share has already exceeded 10% in some countries like Switzerland and Sweden. The organic fruit market is reporting higher growth however, as more tropical and exotic varieties come into the market.

The organic fresh produce industry continues to be dogged by supply shortages, with European production not keeping pace with demand. Organic farmland is even declining in some countries because rising prices of agricultural products are discouraging farmers to convert to organic practices. Supermarkets are developing global supply chains to overcome supply issues, causing organic products to come into the region from almost every continent.

### **Research Methodology**

This report on The European Market for Ethical Fruit & Vegetables has been produced by primary research. Interviews were conducted with leading organic & fair trade fresh produce traders, wholesalers and retailers in Europe. Information was also gathered from organic and fair trade industry associations, certification bodies, industry observers and retailer in-store visits. Secondary research was used to corroborate and verify primary data. Secondary data sources include our proprietary in-house databases, magazines & trade press, company literature and independent databases.

### **How You Will Benefit From This Report**

Since this report provides a comprehensive analysis on the European organic and fair trade fruit & vegetables market, it is an invaluable resource to executives / organisations looking for information. Expert analysis and strategic insights make the report equally useful to new entrants and companies already active in the ethical fresh produce industry.

The report gives a thorough market analysis, enabling the reader to make decisions on business opportunities and market plans. Market information includes market size by product segments and countries, historic & projected market growth rates, revenue forecasts, market drivers & restraints. Competitive information includes market shares of leading traders / suppliers, sales breakdown by channels, retailer analysis, profiles of leading companies (producers, importers and retailers). Other information includes supply chain, pricing trends, consumer trends and future outlook.

**The report is useful for:**

- CEOs and senior managers to assess the business potential of this emerging market and make investment decisions
- Marketing managers & executives to identify marketing opportunities, prospective customers and develop marketing / sales plans
- Business development managers to identify business opportunities, strategic partners and investment openings
- Financial institutions & investors to understand the revenue potential of this emerging industry and make investment decisions
- Advertising & marketing agencies to identify potential partners in this emerging industry and to get a better understanding of consumer behaviour to develop marketing / advertising programmes
- Information and research centre librarians to provide a one-stop information resource on this emerging industry, which is vital for marketing executives, market researchers, product & brand managers, and senior management.

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